

CALIFORNIA COASTAL COMMISSION

SAN DIEGO AREA
7575 METROPOLITAN DRIVE, SUITE 103
SAN DIEGO, CA 92108-4421
(619) 767-2370



May 28, 2015

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TO: COMMISSIONERS AND INTERESTED PARTIES

FROM: CHARLES LESTER, EXECUTIVE DIRECTOR

SUBJECT: EXECUTIVE DIRECTOR'S DETERMINATION that the action by the City of Carlsbad, certifying the City's Local Coastal Program Amendment No. LCP-6-CII-14-0597-1 (Car Country Initiatives 2 and 4), is adequate to effectively certify its local coastal program amendment (for Commission review at its meeting of June 10-12, 2015)

BACKGROUND

At its January 7, 2015, meeting, the Coastal Commission certified, with suggested modifications, the City of Carlsbad Local Coastal Program Amendment No. LCP-6-CII-14-0597-1 regarding the Car Country Specific Plan revisions. By its action adopting Ordinance No. CS-270 on April 7, 2015, the City Council has acknowledged and accepted all of the Commission's suggested modifications. The modifications addressed the following: only one freestanding franchise sign shall be permitted for lots with only one franchise (with no additional monument signs allowed); location and display limitations of entry monument signs (to be permitted only on the south side of Cannon Road); regional commercial sign height to be limited to 35 feet; prohibition of all digital display signs; and appropriate renumbering of the chapter sections.

As provided for in Section 13544 of the Commission's Code of Regulations, the Executive Director must determine if the action of the City of Carlsbad is legally sufficient to finalize Commission review of the LCP amendment. The City's actions have been reviewed and determined to be adequate by the Executive Director. Section 13554 of the Commission's Code of Regulations then requires this determination be reported to the Commission for its concurrence.

RECOMMENDATION

Staff recommends that the Commission **CONCUR** with the Executive Director's determination as set forth in the attached letter (to be sent after Commission endorsement).

CALIFORNIA COASTAL COMMISSION

SAN DIEGO AREA
7575 METROPOLITAN DRIVE, SUITE 103
SAN DIEGO, CA 92108-4402
(619) 767-2370



June 15, 2015

Mayor Matt Hall
City of Carlsbad
1200 Carlsbad Village Drive
Carlsbad, CA 92008

RE: Certification of the City of Carlsbad Local Coastal Program Amendment
No. LCP-6-CII-14-0597-1 (Car Country Initiatives 2 and 4)

Dear Mayor Hall:

The California Coastal Commission has reviewed the City's Ordinance No. CS-270 together with the Commission's action of January 7, 2015, certifying City of Carlsbad Local Coastal Program Amendment No. LCP-6-CII-14-0597-1, pertaining to Car Country Specific Plan revisions. In accordance with Section 13544 of the Commission's Code of Regulations, I have made the determination that the City's actions are legally adequate, and the Commission has concurred at its meeting of June 10-12, 2015.

By its action on April 7, 2015, the City has formally acknowledged and accepted the Commission's certification of the Local Coastal Program Amendment including all suggested modifications. The modifications addressed the following: only one freestanding franchise sign shall be permitted for lots with only one franchise (with no additional monument signs allowed); location and display limitations of entry monument signs (to be permitted only on the south side of Cannon Road); regional commercial sign height to be limited to 35 feet; prohibition of all digital display signs; and appropriate renumbering of the chapter sections. The City is already issuing coastal development permits in conformance with the certified local coastal program for this area.

In conclusion, I would like to congratulate you and all other elected or appointed officials, staff and concerned citizens for continuing to work towards full implementation of the Coastal Act. We remain available to assist you and your staff in any way possible as you continue to develop and implement the City's local coastal program.

Sincerely,

Charles Lester
Executive Director

ORDINANCE NO. CS-270

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CARLSBAD, CALIFORNIA APPROVING A SPECIFIC PLAN AMENDMENT AND LOCAL COASTAL PLAN AMENDMENT TO MODIFY THE CAR COUNTRY SPECIFIC PLAN, AND THEREBY ACCEPTING AND ADMINISTERING THE CALIFORNIA COASTAL COMMISSION'S SUGGESTED MODIFICATIONS TO LCPA 12-01.

CASE NAME: CAR COUNTRY INITIATIVES 2 & 4 SUGGESTED MODIFICATIONS

CASE NO.: SP 19(J)/LCPA 12-01(A)

WHEREAS, the Planning Commission, on January 15, 2014, held a duly noticed public hearing as prescribed by law to consider Specific Plan Amendment (SP 19(J)) and Local Coastal Program Amendment (LCPA 12-01) to amend the Car Country Specific Plan; and

WHEREAS, the Planning Commission adopted Resolutions No. 7301 and 7302, recommending to the City Council approval of SP 19(J) and LCPA 12-01; and

WHEREAS, the City Council, on March 25, 2014, held a duly noticed public hearing as prescribed by law to consider SP 19(J) and LCPA 12-01, and introduced Ordinance No. CS-248 to approve SP 19(J), and adopted Resolution No. 2014-052, to approve LCPA 12-01; and

WHEREAS, the City Council, on April 8, 2014, passed, approved and adopted Ordinance No. CS-248; and

WHEREAS, the approval of both Ordinance No. CS-248 and Resolution No. 2014-052 is subject to Coastal Commission approval (certification) of LCPA 12-01; and

WHEREAS, on January 7, 2015, the California Coastal Commission approved LCPA 12-01 conditioned upon the city making certain changes, or "suggested modifications"; and

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2 WHEREAS, accepting and administering the California Coastal Commission's
3 suggested modifications, as set forth in this ordinance, is necessary to comply with the
4 California Coastal Act and California Administrative Code; and

5 WHEREAS, some of the California Coastal Commission suggested
6 modifications are substantial modifications; however, as described in Zoning Ordinance
7 Section 21.52.050 A.3., the City Council may make substantial modifications without
8 further review by the city's Planning Commission.

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10 NOW, THEREFORE, the City Council of the City of Carlsbad does ordain that
11 City Council Ordinance No. CS-248 amending the Car Country Specific Plan shall be modified
12 as follows:

13 PART I: That Comprehensive Sign Standards, Part 4, Section C. Franchise Signs,
14 subsection 1 is modified and subsection 2 is retained as follows:

15 1. One freestanding sign may be placed on each lot provided the sign
16 area of the signs are included within the aggregate sign area permitted as stated in
17 paragraph B.1. above.

18 2. If more than one franchise is located on one lot, an additional
19 freestanding sign or monument sign may be allowed.

20 PART II: That Comprehensive Sign Standards, Part 4, Section F. Car Country
21 Identification Signs, subsection 4 is modified as follows:

22 4. Entry Monument Signs

23 a. Up to six entry monument signs that specifically identify Car
24 Country as a whole may be allowed. Individual dealership or other commercial entity
25 names/logos are not permitted on these signs.

26 b. The entry monument signs shall be allowed at or near the
27 primary entry points to Car Country at:

- 28 • Cannon Road (south side only)/Paseo Del Norte
- Cannon Road (south side only)/Car Country Drive
- Paseo Del Norte/Car Country Drive

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- Cannon Road (south side only) between Car Country Drive and Paseo Del Norte

- c. Signs may be located on new or existing site/retaining walls or they may be constructed as freestanding monument signs.
- d. Entry monument signs shall not exceed eight feet in height.
- e. The sign area for any individual entry monument sign shall not exceed 60 square feet.

PART III: That Comprehensive Sign Standards, Part 4, Section G, Regional Commercial Signs, subsection 2 is modified as follows:

- 2. This sign shall not exceed 35 feet in height and 150 square feet of static sign area.

PART IV: That Comprehensive Sign Standards, Part 4, Section G, Regional Commercial Signs, subsection 4 is deleted, as recommended by the City Council.

PART V: That Comprehensive Sign Standards, Part 4, Section G, Regional Commercial Signs, subsection 5 is retained and modified as follows:

- 5. Coastal Development Permit

Any Regional Commercial Sign proposal requires the approval of a coastal development permit and must be consistent with all applicable policies and requirements of the certified Local Coastal Program.

EFFECTIVE DATE: This ordinance shall be effective thirty days after its adoption; and the city clerk shall certify the adoption of this ordinance and cause the full text of the ordinance or a summary of the ordinance prepared by the City Attorney to be published at least once in a newspaper of general circulation in the City of Carlsbad within fifteen days after its adoption. *(Notwithstanding the preceding, this ordinance shall not be effective until approved by the California Coastal Commission.)*

INTRODUCED AND FIRST READ at a regular meeting of the Carlsbad City Council on the 24th day of March 2015, and thereafter.

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PASSED AND ADOPTED at a regular meeting of the City Council of the City of Carlsbad on the 7th day of April, 2015, by the following vote, to wit:

AYES: Council Members Hall, Blackburn, Schumacher, Wood, Packard.

NOES: None.

ABSENT: None.

ABSTAIN: None.

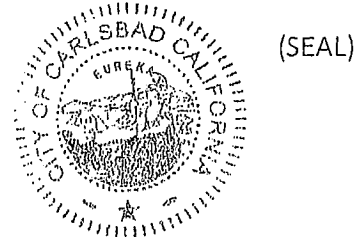
APPROVED AS TO FORM AND LEGALITY


CELIA A. BREWER, City Attorney


MATT HALL, Mayor

ATTEST:


BARBARA ENGLESON, City Clerk



I. COMPREHENSIVE SIGN STANDARDS

The purpose of this section is to establish the sign standards necessary to ensure coordinated exposure and tenant identification within the Car Country Specific Plan area. A primary consideration is preventing visual blight and traffic safety problems. Carlsbad Municipal Code (CMC) Chapter 21.41 (Sign Ordinance) shall apply except as specifically stated in the following specific plan sign standards. If there is a conflict between these specific plan sign standards and those in CMC Chapter 21.41, the specific plan sign standards shall prevail.

A. Sign Permit Procedures

1. Permit

All signs within the Car Country Specific Plan area shall require a sign permit which shall be determined by the City Planner (or designee) to be in compliance with the Specific Plan and CMC Chapter 21.41, except as otherwise defined in this section.

2. Appeals

The decision of the City Planner may be appealed to the Planning Commission pursuant to CMC Section 21.54.140. All appeals shall be noticed in accordance with CMC Section 21.54.060.

B. General Standards

1. Each lot will be permitted signage equal to two square feet per lineal foot of building frontage.
2. Within Car Country Plaza (Lots 2 & 3 of the Expansion Area), signs for uses other than motor vehicle dealerships shall conform to the sign regulations of the Carlsbad Municipal Code as it may be amended from time to time.
3. All signs will be reviewed by the City Planner to ensure compatibility and to protect the public interest.
4. All signs shall be oriented so that the primary view is from surface streets. Interstate 5 shall not be considered a surface street.
5. Signs oriented to surface streets, but still visible from Interstate 5, shall be consistent in size, color and illumination with those of the existing auto park.
6. All signs shall be placed so as not to be detrimental to traffic safety to the satisfaction of the Traffic Engineer.

7. No portion of any sign shall extend over or into the public right-of-way unless approved otherwise by the appropriate decision-maker.
8. All signs shall comply with the requirements of the Coastal Zone.

C. Franchise Signs

1. One freestanding sign may be placed on each lot provided the sign area of the signs are included within the aggregate sign area permitted as stated in paragraph B.1. above.
2. If more than one franchise is located on one lot, an additional freestanding sign or monument sign may be allowed.
3. All franchise signs on a lot (wall, fascia, awning, monument and freestanding) shall be counted towards the aggregate sign area allowed on that lot according to the provisions of Paragraph B.1. above.
4. Monument signs shall not exceed eight feet in height.
5. Freestanding signs shall not exceed the height of any building which is located on the same site, and in no event shall the signs be over thirty-five feet high.

D. Signs on Dealerships Immediately Adjacent to Interstate 5

1. Dealers whose lots are immediately adjacent to Interstate 5 may have wall mounted or fascia signs facing the freeway, subject to the following requirements:
 - a. Signs shall be wall-mounted or fascia signs only. Signs perpendicular or at an angle to the building are prohibited.
 - b. Signs shall not exceed the height of the building on which it is located. Roof mounted signs are prohibited.
 - c. Signs shall not be larger than one square foot per linear foot of frontage of the buildings facing Interstate 5. The area for these signs is in addition to other signs permitted for the dealership and shall not be used to calculate permitted sign area for other signs as set forth in Section B.1 above.
 - d. The maximum height dimension of such signs shall not exceed one-third of the height of the building elevation on which it is placed.

E. On-Site Directional Signs

1. Each lot is permitted to have on-site directional signs. Such signs shall meet the following criteria:

- a. Signs may only contain non-commercial messages or directional symbols that are designed to guide or direct pedestrian or vehicular traffic to uses on the same site.
 - b. Signs shall be located to facilitate traffic internal to the individual dealerships located on that lot.
2. On-site directional sign standards:
 - a. The maximum number of on-site directional signs shall not exceed three per driveway entrance.
 - b. Signs shall not be larger than six square feet per sign.
 - c. On-site directional signs shall not exceed six feet in height.
 3. On-site directional signs shall not count towards the permitted aggregate sign area as stated in Paragraph B.1 above.

F. Car Country Identification Signs

1. Two types of identification signs, "Entry Monument Signs" and "Wayfinding Signs" shall be permitted within the boundaries of the Car Country Specific Plan for the purpose of identifying Car Country in general and for guiding customers to the various dealerships within Car Country.
2. The maximum aggregate sign area of all Car Country Identification Signs is 600 square feet.
3. The sign area of the Car Country Identification Signs shall not count against the maximum aggregate sign area allowed for each lot by the provisions of paragraph B.1 above.
4. Entry Monument Signs
 - a. Up to six entry monument signs that specifically identify Car Country as a whole may be allowed. Individual dealership or other commercial entity names/logos are not permitted on these signs.
 - b. The entry monument signs shall be allowed at or near the primary entry points to Car Country at:
 - Cannon Road (south side only)/Paseo Del Norte
 - Cannon Road (south side only)/Car Country Drive
 - Paseo Del Norte/Car Country Drive
 - Cannon Road (south side only)between Car Country Drive and Paseo Del Norte

- c. Signs may be located on new or existing site/retaining walls or they may be constructed as freestanding monument signs.
 - d. Entry monument signs shall not exceed eight feet in height.
 - e. The sign area for any individual entry monument sign shall not exceed 60 square feet.
5. Wayfinding Signs
- a. Up to four wayfinding signs may be allowed for the purpose of guiding customers to the various individual dealerships.
 - b. The wayfinding signs shall generally be allowed at secondary intersections (Auto Center Court and Car Country Alley), mid-block locations, or other appropriate locations as provided for in an approved sign program.
 - c. Wayfinding signs shall not exceed 14 feet in height.
 - d. The sign area for any individual wayfinding sign shall not exceed 60 square feet.
 - e. A unified letter height, color and font shall be used for directional arrows and dealerships names. The "Car Country" identification shall be incorporated into these signs.
6. The entry monument and wayfinding signs shall be unified by a common design theme which is complementary to the Spanish/Mediterranean architectural theme of the Car Country development. Subdued sign and lettering colors should be consistent with the design theme of the center.
7. The base of all identification signs shall be landscaped to provide an attractive setting and ground definition to the signs.
8. An application for a sign program shall be submitted for all proposed Car Country Identification Signs as a comprehensive package, rather than individually. The sign program shall be approved by the appropriate decision-making authority.
- G. Regional Commercial Sign
1. Only one regional commercial sign shall be permitted within the Car Country Specific Plan Area. The primary purpose of the sign, which may be oriented to Interstate 5, shall be to advertise the entire Car Country development.

2. This sign shall not exceed 35 feet in height and 150 square feet of static sign area.
3. The design of the regional commercial sign shall be complementary to the Spanish/Mediterranean architectural theme of the Car County development.
4. The procedure by which permits for such signage shall be obtained is set forth in Sections A and B above, unless specified otherwise.
5. Coastal Development Permit

Any Regional Commercial Sign proposal requires the approval of a coastal development permit and must be consistent with all applicable policies and requirements of the certified Local Coastal Program.